

## ORDER



**Orders**  
**Order / Rev:** 715923  
**Alt Order #:** 06331768  
**Product Desc:** CRAVAAK FOR CONGRESS  
**Estimate:** C30N06  
**Flight Dates:** 10/30/12 - 11/06/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** CRAVAACK, C / R / CON  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/29/12   | 11/04/12 | 49      | \$30,325.00  | \$25,776.25 |
| 11/05/12   | 11/11/12 | 18      | \$11,325.00  | \$9,626.25  |

**Totals**

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| November 2012 | 67        | \$41,650.00        | \$35,402.50        | 0.00        |
| <b>Totals</b> | <b>67</b> | <b>\$41,650.00</b> | <b>\$35,402.50</b> | <b>0.00</b> |

**Account Executives**

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Jim Quinn         |              |              | Start Of Order - End Of Order | 100%    |

| Ln             | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----------------|------|-------------------|-----------------|-----------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 1              | KARE | 11/02/12          | 11/02/12        | Tonight Show    | CM    | 1035pm-1135pm  | ----F-- | :30 | 1                 | \$650.00    | P-2 | 0.00          | NM   | 1     | \$650.00   |
| TONIGHT SHOW   |      |                   |                 |                 |       |                |         |     |                   |             |     |               |      |       |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:          |      | 10/29/12          | 11/04/12        | ----F--         |       |                |         |     | 1                 | \$650.00    |     | 0.00          |      |       |            |
| 2              | KARE | 11/02/12          | 11/02/12        | M-F 2-3p        | CM    | 2P-3P          | ----F-- | :30 | 2                 | \$250.00    | P-4 | 0.00          | NM   | 2     | \$500.00   |
| THE DOCTORS    |      |                   |                 |                 |       |                |         |     |                   |             |     |               |      |       |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:          |      | 10/29/12          | 11/04/12        | ----F--         |       |                |         |     | 2                 | \$250.00    |     | 0.00          |      |       |            |
| 3              | KARE | 11/02/12          | 11/02/12        | M-F 4-430p      | CM    | 4-430P         | ----F-- | :30 | 1                 | \$525.00    | P-4 | 0.00          | NM   | 1     | \$525.00   |
| KARE 11 4 News |      |                   |                 |                 |       |                |         |     |                   |             |     |               |      |       |            |
| 4P NEWS        |      |                   |                 |                 |       |                |         |     |                   |             |     |               |      |       |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:          |      | 10/29/12          | 11/04/12        | ----F--         |       |                |         |     | 1                 | \$525.00    |     | 0.00          |      |       |            |
| 5              | KARE | 11/02/12          | 11/02/12        | M-F 5-530p      | CM    | 5-530p         | ----F-- | :30 | 1                 | \$1,975.00  | P-4 | 0.00          | NM   | 1     | \$1,975.00 |
| KARE 11 5 News |      |                   |                 |                 |       |                |         |     |                   |             |     |               |      |       |            |
| KARE11NWS-5    |      |                   |                 |                 |       |                |         |     |                   |             |     |               |      |       |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:          |      | 10/29/12          | 11/04/12        | ----F--         |       |                |         |     | 1                 | \$1,975.00  |     | 0.00          |      |       |            |
| 6              | KARE | 11/02/12          | 11/02/12        | M-F 9-10a       | CM    | 9-10a          | ----F-- | :30 | 2                 | \$350.00    | P-4 | 0.00          | NM   | 2     | \$700.00   |
| TODAY          |      |                   |                 |                 |       |                |         |     |                   |             |     |               |      |       |            |
| TODAY 11       |      |                   |                 |                 |       |                |         |     |                   |             |     |               |      |       |            |
|                |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week:          |      | 10/29/12          | 11/04/12        | ----F--         |       |                |         |     | 2                 | \$350.00    |     | 0.00          |      |       |            |



Order / Rev: 715923  
 Alt Order #: 06331768  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C30N06  
**KARE**

| Ln  | Ch   | Start  | End             | Inventory Code                     | Break | Start/End Time    | Days    | Len | Spots       | Rate       | Pri | Rtg           | Type | Spots | Amount     |
|-----|------|--|-----------------|------------------------------------|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|-------|------------|
| 20  | KARE | 11/01/12   | 11/01/12        | M-F 4-430p<br>KARE 11 4 News       | CM    | 4-430P            | ---T--- | :30 | 1           | \$525.00   | P-4 | 0.00          | NM   | 1     | \$525.00   |
|     |      | 4P NEWS  |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | ---T---                            |       | 1                 |         |     | \$525.00    |            |     | 0.00          |      |       |            |
| N21 | KARE | 11/01/12   | 11/01/12        | M-F 430-5p<br>Jeopardy             | CM    | 430-5P            | ---T--- | :30 | 1           | \$1,350.00 | P-4 | 0.00          | NM   | 1     | \$1,350.00 |
|     |      | JEOPARDY   |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | ---T---                            |       | 1                 |         |     | \$1,350.00  |            |     | 0.00          |      |       |            |
| 23  | KARE | 11/01/12   | 11/01/12        | M-F 5-6a<br>KARE First Edition M-F | CM    | 5-6a              | ---T--- | :30 | 1           | \$350.00   | P-4 | 0.00          | NM   | 1     | \$350.00   |
|     |      | KARE11-1ST EDT   |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | ---T---                            |       | 1                 |         |     | \$350.00    |            |     | 0.00          |      |       |            |
| 24  | KARE | 11/01/12   | 11/01/12        | M-F 9-10a<br>TODAY                 | CM    | 9-10a             | ---T--- | :30 | 2           | \$350.00   | P-4 | 0.00          | NM   | 2     | \$700.00   |
|     |      | TODAY 11   |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | ---T---                            |       | 2                 |         |     | \$350.00    |            |     | 0.00          |      |       |            |
| 25  | KARE | 10/30/12   | 10/30/12        | Tonight Show<br>Tonight Show       | CM    | 1035pm-1135pm     | -T----- | :30 | 1           | \$650.00   | P-2 | 0.00          | NM   | 1     | \$650.00   |
|     |      | TONIGHT SHOW   |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | -T-----                            |       | 1                 |         |     | \$650.00    |            |     | 0.00          |      |       |            |
| 26  | KARE | 10/30/12   | 10/30/12        | M-F 2-3p<br>The Doctors            | CM    | 2P-3P             | -T----- | :30 | 2           | \$300.00   | P-4 | 0.00          | NM   | 2     | \$600.00   |
|     |      | THE DOCTORS  |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | -T-----                            |       | 2                 |         |     | \$300.00    |            |     | 0.00          |      |       |            |
| N28 | KARE | 10/30/12   | 10/30/12        | M-F 430-5p<br>Jeopardy             | CM    | 430-5P            | -T----- | :30 | 1           | \$1,350.00 | P-4 | 0.00          | NM   | 1     | \$1,350.00 |
|     |      | JEOPARDY   |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | -T-----                            |       | 1                 |         |     | \$1,350.00  |            |     | 0.00          |      |       |            |
| 30  | KARE | 10/30/12   | 11/06/12        | M-F 5-6a<br>KARE First Edition M-F | CM    | 5-6a              | -T----- | :30 | 1           | \$350.00   | P-4 | 0.00          | NM   | 3     | \$1,050.00 |
|     |      | COMMENTS APPLY TO SUB LINES A THRU B<br>KARE11-1ST EDT |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | -T-----                            |       | 1                 |         |     | \$350.00    |            |     | 0.00          |      |       |            |
|     |      | Week: 11/05/12   | 11/11/12        | -T-----                            |       | 2                 |         |     | \$350.00    |            |     | 0.00          |      |       |            |
| N31 | KARE | 10/30/12   | 11/06/12        | M-F 9-10a<br>TODAY                 | CM    | 9-10a             | -T----- | :30 | 1           | \$350.00   | P-4 | 0.00          | NM   | 2     | \$700.00   |
|     |      | TODAY 11   |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | -T-----                            |       | 1                 |         |     | \$350.00    |            |     | 0.00          |      |       |            |
|     |      | Week: 11/05/12   | 11/11/12        | -T-----                            |       | 1                 |         |     | \$350.00    |            |     | 0.00          |      |       |            |
| 32  | KARE | 10/31/12   | 10/31/12        | Tonight Show<br>Tonight Show       | CM    | 1035pm-1135pm     | --W---- | :30 | 2           | \$650.00   | P-2 | 0.00          | NM   | 2     | \$1,300.00 |
|     |      | TONIGHT SHOW   |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | --W----                            |       | 2                 |         |     | \$650.00    |            |     | 0.00          |      |       |            |
| 33  | KARE | 10/31/12   | 10/31/12        | M-F 2-3p<br>The Doctors            | CM    | 2P-3P             | --W---- | :30 | 2           | \$300.00   | P-4 | 0.00          | NM   | 2     | \$600.00   |
|     |      | THE DOCTORS  |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|     |      | Week: 10/29/12   | 11/04/12        | --W----                            |       | 2                 |         |     | \$300.00    |            |     | 0.00          |      |       |            |
| N34 | KARE | 10/31/12   | 10/31/12        | M-F 4-430p<br>KARE 11 4 News       | CM    | 4-430P            | --W---- | :30 | 1           | \$525.00   | P-4 | 0.00          | NM   | 1     | \$525.00   |
|     |      | 4P NEWS  |                 |                                    |       |                   |         |     |             |            |     |               |      |       |            |
|     |      | <u>Start Date</u>                                      | <u>End Date</u> | <u>Weekdays</u>                    |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |

Order / Rev: 715923  
 Alt Order #: 06331768  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C30N06  
**KARE**

| Ln          | Ch   | Start             | End             | Inventory Code                     | Break             | Start/End Time | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type | Spots | Amount     |
|-------------|------|-------------------|-----------------|------------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|-------|------------|
| N34         | KARE | 10/31/12          | 10/31/12        | M-F 4-430p<br>KARE 11 4 News       | CM                | 4-430P         | --W----     | :30 | 1             | \$525.00   | P-4 | 0.00 | NM   | 1     | \$525.00   |
| 4P NEWS     |      |                   |                 |                                    |                   |                |             |     |               |            |     |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | --W----                            | 1                 |                | \$525.00    |     | 0.00          |            |     |      |      |       |            |
| N35         | KARE | 10/31/12          | 10/31/12        | M-F 430-5p<br>Jeopardy             | CM                | 430-5P         | --W----     | :30 | 1             | \$1,350.00 | P-4 | 0.00 | NM   | 1     | \$1,350.00 |
| JEOPARDY    |      |                   |                 |                                    |                   |                |             |     |               |            |     |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | --W----                            | 1                 |                | \$1,350.00  |     | 0.00          |            |     |      |      |       |            |
| 36          | KARE | 10/31/12          | 10/31/12        | M-F 5-530p<br>KARE 11 5 News       | CM                | 5-530p         | --W----     | :30 | 1             | \$1,975.00 | P-4 | 0.00 | NM   | 1     | \$1,975.00 |
| KARE11NWS-5 |      |                   |                 |                                    |                   |                |             |     |               |            |     |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | --W----                            | 1                 |                | \$1,975.00  |     | 0.00          |            |     |      |      |       |            |
| 37          | KARE | 10/31/12          | 10/31/12        | M-F 9-10a<br>TODAY                 | CM                | 9-10a          | --W----     | :30 | 2             | \$350.00   | P-4 | 0.00 | NM   | 2     | \$700.00   |
| TODAY 11    |      |                   |                 |                                    |                   |                |             |     |               |            |     |      |      |       |            |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | --W----                            | 2                 |                | \$350.00    |     | 0.00          |            |     |      |      |       |            |
| 38          | KARE | 11/02/12          | 11/02/12        | Tonight Show<br>Tonight Show       | CM                | 1035pm-1135pm  | ----F--     | :30 | 1             | \$650.00   | P-2 | 0.00 | NM   | 1     | \$650.00   |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | ----F--                            | 1                 |                | \$650.00    |     | 0.00          |            |     |      |      |       |            |
| N39         | KARE | 11/02/12          | 11/02/12        | M-F 3-4p<br>DR OZ                  | CM                | 3-4p           | ----F--     | :30 | 1             | \$675.00   | P-4 | 0.00 | NM   | 1     | \$675.00   |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | ----F--                            | 1                 |                | \$675.00    |     | 0.00          |            |     |      |      |       |            |
| N40         | KARE | 11/02/12          | 11/02/12        | M-F 5-6a<br>KARE First Edition M-F | CM                | 5-6a           | ----F--     | :30 | 1             | \$350.00   | P-4 | 0.00 | NM   | 1     | \$350.00   |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | ----F--                            | 1                 |                | \$350.00    |     | 0.00          |            |     |      |      |       |            |
| N41         | KARE | 11/02/12          | 11/02/12        | Today Show<br>Today Show           | CM                | 7-9a           | ----F--     | :30 | 1             | \$900.00   | P-4 | 0.00 | NM   | 1     | \$900.00   |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | ----F--                            | 1                 |                | \$900.00    |     | 0.00          |            |     |      |      |       |            |
| N42         | KARE | 11/05/12          | 11/05/12        | M-F 3-4p<br>DR OZ                  | CM                | 3-4p           | M-----      | :30 | 1             | \$675.00   | P-4 | 0.00 | NM   | 1     | \$675.00   |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 11/05/12          | 11/11/12        | M-----                             | 1                 |                | \$675.00    |     | 0.00          |            |     |      |      |       |            |
| 43          | KARE | 11/05/12          | 11/05/12        | M-F 5-6a<br>KARE First Edition M-F | CM                | 5-6a           | M-----      | :30 | 1             | \$350.00   | P-4 | 0.00 | NM   | 1     | \$350.00   |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 11/05/12          | 11/11/12        | M-----                             | 1                 |                | \$350.00    |     | 0.00          |            |     |      |      |       |            |
| N44         | KARE | 11/05/12          | 11/05/12        | Today Show<br>Today Show           | CM                | 7-9a           | M-----      | :30 | 2             | \$900.00   | P-4 | 0.00 | NM   | 2     | \$1,800.00 |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 11/05/12          | 11/11/12        | M-----                             | 2                 |                | \$900.00    |     | 0.00          |            |     |      |      |       |            |
| 45          | KARE | 11/01/12          | 11/01/12        | Tonight Show<br>Tonight Show       | CM                | 1035pm-1135pm  | ---T---     | :30 | 1             | \$650.00   | P-2 | 0.00 | NM   | 1     | \$650.00   |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | ---T---                            | 1                 |                | \$650.00    |     | 0.00          |            |     |      |      |       |            |
| N46         | KARE | 11/01/12          | 11/01/12        | M-F 3-4p<br>DR OZ                  | CM                | 3-4p           | ---T---     | :30 | 1             | \$675.00   | P-4 | 0.00 | NM   | 1     | \$675.00   |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | ---T---                            | 1                 |                | \$675.00    |     | 0.00          |            |     |      |      |       |            |
| 47          | KARE | 11/01/12          | 11/01/12        | M-F 5-6a<br>KARE First Edition M-F | CM                | 5-6a           | ---T---     | :30 | 1             | \$350.00   | P-4 | 0.00 | NM   | 1     | \$350.00   |
|             |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                    | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |            |
| Week:       |      | 10/29/12          | 11/04/12        | ---T---                            | 1                 |                | \$350.00    |     | 0.00          |            |     |      |      |       |            |

Order / Rev: 715923  
 Alt Order #: 06331768  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C30N06  
**KARE**

| Ln     | Ch          | Start             | End               | Inventory Code                             | Break | Start/End Time        | Days            | Len           | Spots | Rate                    | Pri | Rtg        | Type        | Spots | Amount      |
|--------|-------------|-------------------|-------------------|--|-------|-----------------------|-----------------|---------------|-------|-------------------------|-----|------------|-------------|-------|-------------|
| 47     | KARE        | 11/01/12          | 11/01/12          | M-F 5-6a<br>KARE First Edition M-F         | CM    | 5-6a                  | ---T---         | :30           | 1     | \$350.00                | P-4 | 0.00       | NM          | 1     | \$350.00    |
| N48    | KARE        | 11/01/12          | 11/01/12          | Today Show<br>Today Show                   | CM    | 7-9a                  | ---T---         | :30           | 1     | \$900.00                | P-4 | 0.00       | NM          | 1     | \$900.00    |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>           |     |            |             |       |             |
|        | Week:       | 10/29/12          | 11/04/12          | ---T---                                    |       | 1                     |                 | \$900.00      |       | 0.00                    |     |            |             |       |             |
| 49     | KARE        | 10/30/12          | 10/30/12          | Tonight Show<br>Tonight Show               | CM    | 1035pm-1135pm         | -T-----         | :30           | 1     | \$650.00                | P-2 | 0.00       | NM          | 1     | \$650.00    |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>           |     |            |             |       |             |
|        | Week:       | 10/29/12          | 11/04/12          | -T-----                                    |       | 1                     |                 | \$650.00      |       | 0.00                    |     |            |             |       |             |
| N50    | KARE        | 10/30/12          | 10/30/12          | M-F 3-4p<br>DR OZ                          | CM    | 3-4p                  | -T-----         | :30           | 1     | \$675.00                | P-4 | 0.00       | NM          | 1     | \$675.00    |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>           |     |            |             |       |             |
|        | Week:       | 10/29/12          | 11/04/12          | -T-----                                    |       | 1                     |                 | \$675.00      |       | 0.00                    |     |            |             |       |             |
| 51     | KARE        | 10/30/12          | 10/30/12          | M-F 5-6a<br>KARE First Edition M-F         | CM    | 5-6a                  | -T-----         | :30           | 1     | \$350.00                | P-4 | 0.00       | NM          | 1     | \$350.00    |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>           |     |            |             |       |             |
|        | Week:       | 10/29/12          | 11/04/12          | -T-----                                    |       | 1                     |                 | \$350.00      |       | 0.00                    |     |            |             |       |             |
| N52    | KARE        | 10/30/12          | 11/06/12          | Today Show<br>Today Show                   | CM    | 7-9a                  | -T-----         | :30           | 3     | \$700.00                | P-4 | 0.00       | NM          | 4     | \$3,800.00  |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>           |     |            |             |       |             |
|        | Week:       | 10/29/12          | 11/04/12          | -T-----                                    |       | 3                     |                 | \$700.00      |       | 0.00                    |     |            |             |       |             |
|        | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                         |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>             |     | <u>Rtg</u> | <u>Type</u> |       |             |
|        | 1           | KARE              | 10/29/12-11/04/12 | Today Show                                 |       | 7-9a                  | -T-----         | :30           |       | \$900.00                |     | 0.00       | NM          |       |             |
|        | 2           | KARE              | 10/29/12-11/04/12 | Today Show<br>Credited                     |       | 7-9a                  | -T-----         | :30           |       | <del>(\$900.00)</del>   |     | 0.00       | NM          |       |             |
|        | 3           | KARE              | 10/29/12-11/04/12 | Today Show                                 |       | 7-9a                  | -T-----         | :30           |       | \$900.00                |     | 0.00       | NM          |       |             |
|        | Week:       | 11/05/12          | 11/11/12          | -T-----                                    |       | 3                     |                 | \$700.00      |       | 0.00                    |     |            |             |       |             |
|        | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                         |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>             |     | <u>Rtg</u> | <u>Type</u> |       |             |
|        | 4           | KARE              | 11/05/12-11/11/12 | Today Show                                 |       | 7-9a                  | -T-----         | :30           |       | \$1,000.00              |     | 0.00       | NM          |       |             |
|        | 5           | KARE              | 11/05/12-11/11/12 | Today Show<br>Credited                     |       | 7-9a                  | -T-----         | :30           |       | <del>(\$1,000.00)</del> |     | 0.00       | NM          |       |             |
|        | 6           | KARE              | 11/05/12-11/11/12 | Today Show                                 |       | 7-9a                  | -T-----         | :30           |       | \$1,000.00              |     | 0.00       | NM          |       |             |
| N53    | KARE        | 10/31/12          | 10/31/12          | M-F 3-4p<br>DR OZ                          | CM    | 3-4p                  | --W----         | :30           | 1     | \$675.00                | P-4 | 0.00       | NM          | 1     | \$675.00    |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>           |     |            |             |       |             |
|        | Week:       | 10/29/12          | 11/04/12          | --W----                                    |       | 1                     |                 | \$675.00      |       | 0.00                    |     |            |             |       |             |
| N54    | KARE        | 10/31/12          | 10/31/12          | M-F 5-6a<br>KARE First Edition M-F         | CM    | 5-6a                  | --W----         | :30           | 1     | \$350.00                | P-4 | 0.00       | NM          | 1     | \$350.00    |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>           |     |            |             |       |             |
|        | Week:       | 10/29/12          | 11/04/12          | --W----                                    |       | 1                     |                 | \$350.00      |       | 0.00                    |     |            |             |       |             |
| N55    | KARE        | 10/31/12          | 10/31/12          | Today Show<br>Today Show                   | CM    | 7-9a                  | --W----         | :30           | 1     | \$900.00                | P-4 | 0.00       | NM          | 1     | \$900.00    |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>           |     |            |             |       |             |
|        | Week:       | 10/29/12          | 11/04/12          | --W----                                    |       | 1                     |                 | \$900.00      |       | 0.00                    |     |            |             |       |             |
| 56     | KARE        | 11/03/12          | 11/03/12          | Notre Dame Football<br>Notre Dame Football | CM    | 230-6P                | -----S-         | :30           | 1     | \$500.00                | P-2 | 0.00       | NM          | 1     | \$500.00    |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                            |       | <u>Spots/Week</u>     |                 | <u>Rate</u>   |       | <u>Rating</u>           |     |            |             |       |             |
|        | Week:       | 10/29/12          | 11/04/12          | -----S-                                    |       | 1                     |                 | \$500.00      |       | 0.00                    |     |            |             |       |             |
| Totals |             |                   |                   |  |       |                       |                 |               |       |                         |     |            |             | 67    | \$41,650.00 |